



Future Workforce Initiative

March 31, 2005
Huntsville, AL

Integrated Stakeholder Approach

- Align leaders from:
 - Industry
 - Education
 - Government
 - The Community....who influence or provide significant opportunities for citizens to learn, unlearn and relearn skills and knowledge critical to the emerging economic environment.
- The Integrated Stakeholder Coalition for Workforce Development (ISCWD) is building a model that can be used at local, state and regional levels while implementing the model in the Huntsville area.

ISCWD Vision and Mission

- **Vision:** We will become an integrated group of stakeholders that creates the environment and implements actions that result in a culture of creative, skilled, technically engaged people — locally, regionally and nationwide.
- **Mission:** We facilitate the alignment of educational, business, and community resources with current and future workforce expectations.

ISCWD Stakeholders

- **Industry**
 - Workforce Development
 - Community and Employee Relations
- **Education**
 - Higher Ed Courses of Study and Teacher Training
 - K-12 Support and Reform Efforts
- **Policymakers**
 - Tax Incentives and Funding for Public Programs
 - Legislative Constraints/Supports
- **The Community**
 - After-school Programs, Social and Civic Organizations
 - Health Care and Law Enforcement
 - Parents and Students
- **The Media**
 - As a Community-based Business
 - As an Influence on Public Opinion and Popular Culture

The ISCWD Strategy

- Alignment is the act of adjusting or aligning the parts of a system in relation to each other.
- Stakeholder alignment requires sharing information, identifying common goals, and leveraging resources toward unified solutions.
- The ISCWD approach to achieving alignment is to apply systems engineering to mapping community resources and needs, then align resources to needs to fill gaps and eliminate duplication.

ISCWD Timeline

- Integrated Stakeholder Approach adopted May 11, 2004, at the Marshall Space Flight Center Forum on Benchmarking Educational Partnerships
- A working group was formed consisting of representatives from:
 - Marshall Space Flight Center
 - The National Space Science and Technology Center
 - The Alabama Mathematics, Science and Technology Education Coalition
 - The Huntsville Boeing Technical Fellowship
 - Teledyne Solutions
 - Qualis Corporation
- The ISCWD vision, mission and process goals were finalized and strategies developed in stakeholder meetings with representatives from 70 businesses and organizations.
- Next steps include securing stakeholder representation, determining a governance structure, identifying needs and resources, and aligning needs and resources through a systems engineering approach.

Industry

- **Current Situation**

- University recruiters, community relations, education outreach, and HR staffing operate independently
- Many current corporate educational outreach strategies are fragmented
 - Regionally managed
 - Results not measurable
 - Other existing programs not reviewed or leveraged
 - Employee involvement not aligned
- Workforce trends remain a persistent concern

- **Desired State**

- Availability of technically capable individuals to meet future workforce employment needs throughout the cities and the state of Alabama
- Education outreach and community involvement aligned with industry investments

Education

- **Current Situation**

- Higher education and K-12 operate independently with little communication between entities responsible for testing, admissions, and eventual job placement
- Higher education is charged with producing teachers and professors without understanding what industry needs from the students that result from the K-12 and higher ed systems
- Many current educational reform strategies implemented are fragmented (individually or regionally managed, results not measured or measurable, one-trick ponies - no follow up or continuity)
- Workforce trends/needs are superseded by testing/standards alignments.

- **Desired State**

- Educational standards and assessment tools aligned with industry needs
- Research-proven instruction and curriculum
- Alignment with state and national educational strategies

Polymakers

- **Current State**

- Increasingly complex public policy decisions
- Growing gap in public comprehension of scientific and technological issues
- National economic and security challenges exacerbated by lack of skills and capacity
- Competing interests that impact funding for education and workforce development resources

- **Desired State**

- Efficient and effective integration of organizations involved in educating, attracting and hiring people for (all) local and state businesses
- High impact and maximum value from industry/education investments in community programs
- Citizens who are capable of self sufficiency in a dynamic economy, active participants in the process of governance, and focused on the future

Community Organizations

- Current Situation
 - Many thousands of individuals and organizations exist to serve workforce development and education needs
 - These individuals and organizations compete for scarce funds to operate independently, with many offering duplicate types of programs
- Desired State
 - Improved standard of living for current society and future generations
 - Fulfillment of goals of founding/sponsoring entities
 - Alignment with governing regulations and requirements
 - Sustainability and continuity

What We Need From You

- Understand the need and commit to the ISCWD process
- Designate a representative to participate in ISCWD on your behalf, empowered to take the alignment message to affected areas of your organization
 - Complete ISCWD card in your folder and leave at registration desk
 - Next ISCWD meeting scheduled for May 4.
- Ensure cooperation with and support for the alignment strategy when it is initiated